

INDIANA

HomeTown Competitiveness Program

A Come-Back/Give-Back Approach to Rural Community Building

Presented by:



INDIANA OFFICE OF
Community & Rural Affairs
Where Rural Matters



Committed to the future of rural communities.

BALL STATE UNIVERSITY
BUILDING BETTER COMMUNITIES



Indiana Grantmakers
ALLIANCE
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We would like to thank you for attending the Indiana- HomeTown Competitiveness informational meeting on July 17th and for expressing interest in receiving this Pilot Community Application Packet. As was mentioned at the July 17th event, this application is the beginning of a conversation that will seek to align communities that are ready to invest in their future development with the resources provided by our statewide Indiana Resource Team.

The Indiana Resource Team will review all applications and select a number of communities to receive a site visit. Following the site visit, the Resource Team will choose 6-12 communities to participate in the pilot program and attend the Indiana-HTC Academy scheduled from February 19 - 22, 2008.

The Pilot Community Application Packet includes:

- Phase I Background Information Sheet:
 - a. Overview of Indiana - HomeTown Competitiveness;
 - b. Phase I Assessment Outcomes, Deliverables and Investments;
 - c. Phase I Assessment Process, Timelines and Benchmarks;
 - d. Phase I Assessment Evaluation Criteria; and
 - e. Phase I Administrative Information.
- Phase I Pilot Community Questionnaire.

We are all very excited about the opportunity for growth and improvement that the HomeTown Competitive program holds for rural Indiana. We thank you for your interest in working with us to formulate a statewide initiative and commend you on your innovative spirit.

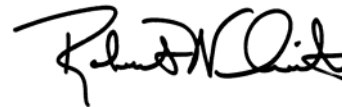
Best Regards,

David Terrell



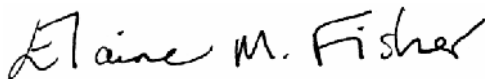
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Sam Cordes



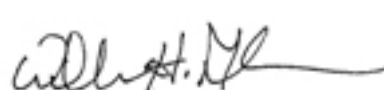
Co-Director
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Indiana Grantmakers Alliance

Mayor William Graham



Chairman
IN Rural Development Council, Inc.

Indiana HTC



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Pilot Community Application Packet

PHASE I

Pilot Community Application Packet includes:

- ***Phase I Background Information Sheet***
- ***Pilot Community Questionnaire***



Indiana - HomeTown Competitiveness Program **A Come-Back/Give-Back Approach to Rural Community Building**

PHASE I BACKGROUND INFORMATION SHEET

INTRODUCTION

The Indiana - HomeTown Competitiveness Program (Indiana-HTC) harnesses the power of RISE 2020 with the nationally recognized community development program entitled: “HomeTown Competitiveness.” Employing four of the seven RISE 2020 pillars, this program will help communities focus on:

- Mobilizing local leaders and building community civic capacity;
- Energizing local entrepreneurs to build a strong economy;
- Capturing wealth transfer to raise development dollars; and
- Attracting young people to strengthen community demographics.

Why participate in the Indiana - HomeTown Competitiveness pilot program?
There are many reasons your community should consider the program:

- Since 2003, HTC has received national recognition and awards from organizations such as the National Rural Funders Collaborative, the International Community Development Society, and the W.K. Kellogg Foundation.
- The Indiana - HomeTown Competitiveness program will:
 - a. Focus on the basics necessary for building and sustaining a robust development agenda. The program empowers more people for leadership and identifies more dollars to be mobilized in support of an aggressive community and economic development strategy; and
 - b. Provide a development framework that can help move rural communities forward.
- The opportunity to collaborate with a statewide “Indiana Resource Team” in order to create a customized strategic framework for your community. The core organizations comprising the Indiana Resource Team include:
 - a. Ball State University’s “Building Better Communities;”
 - b. Indiana Grantmakers Alliance;
 - c. Indiana Office of Community and Rural Affairs;
 - d. Indiana Rural Development Council;
 - e. Purdue University’s Center for Regional Development/Extension Service; and
 - f. USDA - Rural Development.

The entire Indiana -HTC program consists of three major phases of work:

- **PHASE I ASSESSMENT**- Phase I (typically 4 months to complete) consists of the community exploring the HTC process, conducting local assessments of development history, context, issues and assets, as well

as creating customized strategic opportunities.

- **PHASE II STRATEGIC DEVELOPMENT and IMPLEMENTATION** - Phase II (typically 12 - 18 months to complete) takes the customized strategic opportunities created in the Phase I Assessment and creates a specific strategic action plan. Most communities will want to pursue Phase II if the Phase I Assessment proved successful. Phase II requires a larger mobilization of community effort that will include the identification of a local “site leader,” an overall Steering Committee, and four Task Forces (Entrepreneurship, Leadership, Youth Engagement and Charitable Assets).
- **PHASE III SUSTAINING SUCCESS** - Phase III sustains the successes from Phases I and II and moves all of the various strategies into action.

This Pilot Community Application packet only applies to PHASE I ASSESSMENT. After completing Phase I, pilot communities will have the opportunity to decide whether or not to implement Phase II and Phase III.

PHASE I ASSESSMENT OUTCOMES, DELIVERABLES & Investments

Outcomes and Deliverables

Communities chosen to participate in the Phase I Assessment can anticipate the following outcomes and deliverables:

- Overall, each community will have the opportunity to explore the potential value of the Indiana - HTC development framework and determine if participating in the pilot is a good fit for their community.
- Community teams (consisting of 5 members) will have the opportunity to participate in a three day training in order to learn more about the Indiana - HTC process.
- Participating communities will receive a variety of technical assistance services from the six core organizations of the Indiana Resource Team. These TA services will also include an investment in resources from the Indiana Office of Community and Rural Affairs.
- Each pilot community will have the opportunity to host an Indiana - HTC “*Kick-Off Celebration*” that will launch the beginning of the assessment process.
- In collaboration with the Indiana Resource Team, each community will:
 - a. Create a baseline community/economic development assessment with preliminary reviews of key community assets and strategies, including entrepreneurship as an economic development strategy, leadership engagement and development, youth engagement and attraction and charitable assets as a resource mobilization strategy;
 - b. Develop a clear set of community/economic development recommendations for their consideration; and
 - c. Conduct an *Opportunity Retreat* in order to create and develop their customized strategic opportunities.

Phase I Assessment Investments

What are the investments for the Phase I program and how will they be shared?

The Indiana - HTC program is not a grant program, but rather a collaborative effort between the Indiana Resource Team and the pilot communities. The total investment for the Phase I Assessment will be shared by both the Indiana Resource Team and each of the pilot communities. Overall the investment activities include:

<u>Activity</u>	<u>Investments</u>
• Information Seminar (July 17 th).....	\$15,000
Of which:	
a. Community Investment.....	\$0.00
b. Indiana Resource Team Investment.....	\$15,000
• Three Day Training (Feb. 2008).....	\$36,000
Of which (assuming a maximum of 12 communities participating):	
a. Community Investment.....	\$500 (per 5 member team)
b. Indiana Resource Team Investment.....	\$30,000
• Phase I Assessment.....	\$209,000
Of which (assuming a maximum of 12 communities participating):	
a. Community Investment.....	\$7,000 (per community)
b. Indiana Resource Team Investment.....	\$125,000
• Total Project Investment.....	\$260,000
Of which (assuming a maximum of 12 communities participating):	
a. Community Investment.....	\$7,500 (per community)
b. Indiana Resource Team Investment.....	\$170,000

PHASE I ASSESSMENT PROCESS, TIMELINE & BENCHMARKS

The approach the Indiana Resource Team will utilize to engage communities in the application process would be best characterized as a “conversation.” This conversation will be designed to provide opportunities for both the Indiana Resource Team and communities to exchange ideas around the key principles associated with the Indiana - HomeTown Competitiveness program.

This conversational approach will consist of the following process, timeline and benchmarks:

- **July 17, 2007: Information Seminar** - On July 17, rural leaders attended a day-long information seminar to learn about the Indiana - HTC program. At the conclusion of the seminar, communities were invited to submit an “information request” form.
- **September 4, 2007: Pilot Community Application Packet** - On September 4, Pilot Community Applications were electronically sent out to those communities that participated in the July 17 seminar or that directly requested a packet from the Indiana Office of Community and Rural Affairs. Applications should be returned no later than 5:00 p.m. on Thursday, October 4, 2007.

- **Oct. - Dec. 2007: Pilot Community Site Visitations** - Between October and December, the Indiana Resource Team will review the submitted applications with the goal of identifying potential communities for site visitations. **As a result of this application review, not all communities will receive a site visit.** During these visits, members of the Indiana Resource Team and community leaders will have an opportunity to continue the conversation about the program and its potential impact on the community.

In order to ensure the site visitation is a success, communities are encouraged to utilize the marketing materials, PowerPoints and templates that are available to create community awareness and excitement about the Indiana - HomeTown Competitiveness program. To download these marketing materials go to www.in.gov/ocra/community_IHTC.shtml

- **February 19 - 22, 2008: Indiana - HTC Academy** - Following the site visitations, the Indiana Resource Team will invite 6 - 12 communities to participate in the Indiana - HTC Academy. Scheduled from Tuesday, February 19 (noon EST) - Friday, February 22 (noon EST) 2008, community teams (5 members per team) will be required to participate in this three day academy.
- **February 29, 2008: Pilot Communities Finalized** - The final conversation between the Indiana Resource Team and the communities will occur following the conclusion of the three day training. Communities will then have the opportunity to make a final decision regarding whether the Indiana - HomeTown Competitiveness program is a good fit for them.
- **March 2008: Phase I Assessment Preparation** - During March, the community will prepare for the Phase I Assessment. Activities will include: the organization of a Community Steering Committee; recruitment of local and support staff recruited which can be volunteer or assigned; and the Indiana - HTC *"Kick-Off Celebration."*
- **April 2008: Phase I Baseline Assessment Launched** - During the month of April, the community will begin implementation of the Phase I Assessment activities. These activities will include: a baseline assessment starting with a data review; key interviews; and convening of focus groups. The focus groups will be facilitated with Indiana Resource Team members working in each of the four HTC pillars.
- **May 2008: Phase I Baseline Assessment Completed** - In May, the community will complete the Phase I baseline assessment. Then utilizing the data collected, the community will develop a preliminary set of strategic recommendations.
- **June 2008: "Opportunity Retreat"** - Following their work in May, the community will conduct an *"Opportunity Retreat"* in order to begin formulating the community's customized strategic opportunities as well as deciding whether to move forward on the Phase II Strategic Development and Implementation.

EVALUATION CRITERIA

Indiana - HomeTown Competitiveness is an exciting and innovative program that focuses on both community and economic development. The program creates a statewide Indiana Resource Team that will work with the pilot communities to create customized strategic opportunities. To assist the Indiana Resource Team, each community will be asked to respond to a questionnaire. The overall goal of the Pilot Community Questionnaire is to provide an opportunity to learn more about each community and its

interest in implementing Indiana - HomeTown Competitiveness. In addition, this questionnaire will also serve as the basis for selecting some communities to continue the conversation through a site visitation.

Evaluation Criteria for Questionnaire and Site Visitations

The Indiana Resource Team will be evaluating communities by utilizing their responses to the Community Questionnaire, information gathered during site visitations and the following criteria:

- Is the community leadership in need of a new and innovative approach to community and economic development?
- Does the community understand the importance of integrating the essential elements of mobilizing local leaders, capturing transfer of wealth, energizing entrepreneurs and attracting young people into its development plan?
- How will the community manage issues of inclusiveness (such as gender, race, age and economic diversity)?
- Is the community prepared to invest the needed resources to implement the Indiana - HTC program?
- Will the community employ the concept of “collaboration” to implement the pilot program? Does the community have a history of working collaboratively?
- Has the community engaged the appropriate mix of organizational partners to implement and sustain the pilot program? Major partners might include representatives from:
 - a. Local or county economic development organization;
 - b. Municipal or county elected officials;
 - c. Financial institutions;
 - d. Community foundation or other philanthropic organizations;
 - e. Youth organizations;
 - f. Nonprofit organizations (such as social services, arts or faith-based organizations);
 - g. Educational systems (such as local school systems, community colleges, universities or other education institutions like the Extension Service);
 - h. Chamber of Commerce; and
 - i. Other communities (taking a regional approach to the Indiana - HTC program).
- Has the community submitted the required signed letter from each major partner indicating their interest in the Indiana - HTC program?

Administrative Information:

- Please submit one original and 8 copies of the Pilot Community Questionnaire and signed letters to the Indiana Office of Community and Rural Affairs.
- All Pilot Community Questionnaires and signed partner letters are **due to the Indiana Office of Community and Rural Affairs, One North Capitol Ave. Suite 600, Indianapolis, IN 46204 no later than 5:00 p.m. EST on Thursday, October 4, 2007.**

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PILOT COMMUNITY QUESTIONNAIRE

No community, big or small, is guaranteed a future in the new global society. Each community must take on the responsibility to find economic and social relevance given the dynamic and rapidly changing world we live in today. Indiana - HomeTown Competitiveness (Indiana - HTC) will provide the process and support necessary for moving to the next level, but it is your community's commitment, hard work and investment that will make it real. This "Pilot Community Questionnaire" is designed to begin a specific conversation between your community and the Indiana - HTC Resource Team. **The Indiana - HTC Resource Team invites your community to be part of this exciting conversation.**

Name of Community (ies): _____

Name of Contact Person: _____

Address:

Telephone: _____ **Email:** _____

In order for the Indiana - HTC Resource Team to learn more about your interest in this pilot initiative, please review and respond to the following questions:

1. **Define the "community" to be served by your Indiana - HTC project [geographic area, specific community (ies)].**
2. **Why would the community benefit from this new innovative approach that focuses on both community and economic development?**
3. **Regarding the Indiana - HTC program, what do you think are the potential opportunities and challenges for your community?**
4. **Assertive inclusiveness is an important aspect of the Indiana - HTC philosophy. With this in mind, what is your plan to implement gender, race, age and economic diversity?**
5. **Please list the potential major partners who would be involved in helping to create and implement your Indiana - HTC program. Please provide a signed**

letter from each partner indicating his/her interest in the pilot program.

6. Does your community have an active community/economic development plan?
Yes _____ No _____

If yes, please respond to the following:

- a. Does your plan address/include the four elements of HomeTown Competitiveness (mobilizing local leaders, capturing wealth transfer, energizing entrepreneurship and attracting young people)?
- b. How do you envision the Indiana - HTC strategy being incorporated into your current community/economic development plan? Please explain.
- c. Will you be competing for community planning resources or initiatives in order to implement Indiana - HTC? Please explain.
- d. To your knowledge, have major state or federal grants been obtained and/or invested in your current plan? If yes, please identify them.
- e. Regarding the implementation of the existing plan, share with us two examples of how your community works collaboratively, both internally as well as outside your community.

If no, please respond to the following:

- a. Please share with us reasons why your community does not have an active community/economic development plan.
- b. Please identify the different community resources that might be created and invested in implementing the Indiana - HTC planning process.
- c. Share with us some current examples of how your community is working collaboratively with organizations within as well as outside your community.

The Indiana Resource Team would like to express appreciation to you and your community for the interest shown in this exciting and innovative approach to community and economic development. If you have questions please contact Andrew Fennig at the Indiana Office of Community and Rural Affairs, 317-232-8776 or Afennig@ocra.IN.gov.